Seagate's Approach to Content

BRIGHTEDGE CASE STUDY

THE PROBLEM

As content marketing becomes more important for generating organic traffic, it becomes more important to have a well defined process for identifying themes, producing content, repurposing content and most importantly measuring the overall gains from multiple channels.

THE SOLUTION

Ali MacDonald, Content Marketing Manager at Seagate approaches content marketing like this:

1) Identify themes
2) Perform keyword research
3) Develop a content plan
4) Create content
5) Measure progress

For MacDonald, the content plan in step 3 includes the marketing objective, the media asset, and the key performance metric (KPI) to measure the performance.

Ali Macdonald
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Cataloguing and Developing the Plan

	Current	Planned	KPIs
Awareness	• Articles: 5 • Video: 1 • Promo Page: 1	• Group: LinkedIn • Articles: 4 • Email Campaign	• Social: Shares/Comments • Article YOY PVs: 30% • Video Views/Mo: 2 • SEO Shareofvoice: 15% STX, 30% BB • Email CTR: 10%
Consideration	• Video: 1 • Family Pages: 2 • PDPs: 9	• Case Studies: 3(+4) • Videos: 2 • Family Page refresh • PDPs: 8 refresh • Email campaign	• Case Study PVs: 30% YOY • Family CTR: 70% • PDP Engagement: 50% • Email CTR: 10% • PDP CTR: +5%
Purchase	• Articles: 1 • PDPs: 9 • Storage Selector • PDF Guide: 1	• Storage Selector: 2 • PDP Consolidation • Videos: 1 • ecart optimization • Email campaign	• Storage Selectors: 40% CTR • PDP CTR: +7.5% • ecom comp: 80% • Email ctr: 10%
Loyalty	• Articles: 9 • Partner Profiles: 10	• SPP • Partner Profiles +2 • Group: LinkedIn • Social outreach • Email campaign	• SPP Partners • Profile YOY PVs: 20% • LI engagement: 25% • Email ctr: 10%

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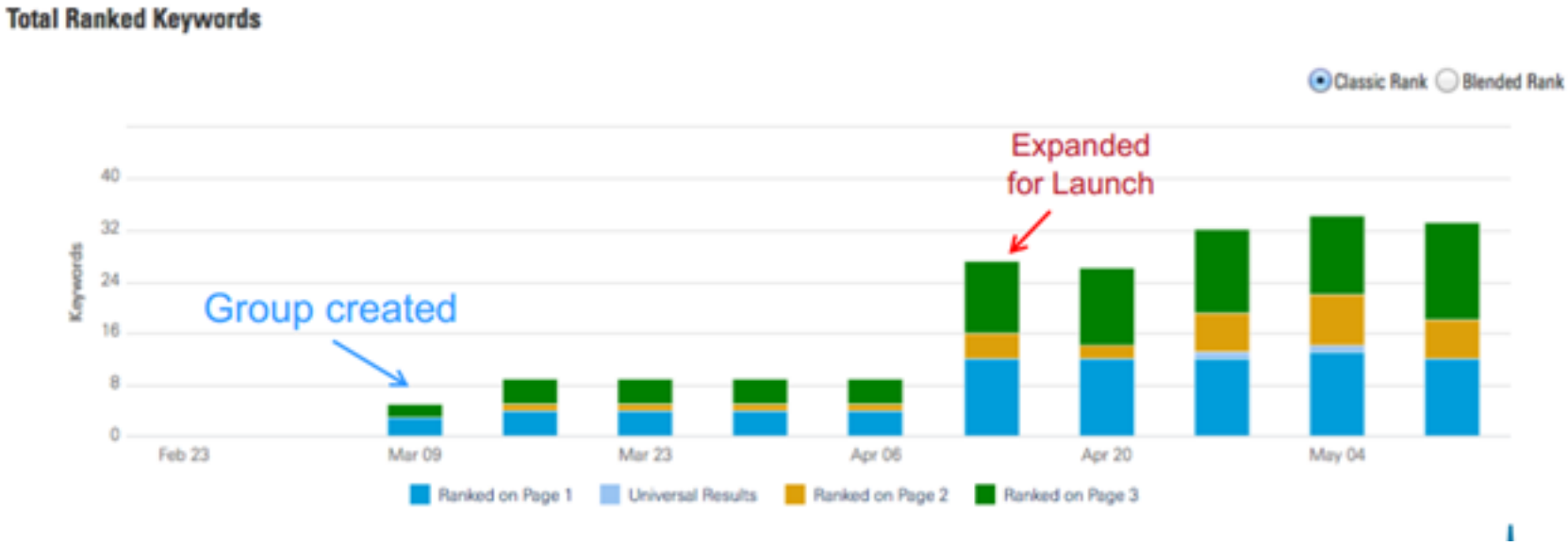
TRACKING IN THE BRIGHTEDGE TOOL



THE RESULTS

The BrightEdge report captures the dramatic improvement in ranked keywords from 5 to over 32, a 6- fold increase. In addition the volume and quality of traffic was high with a 15% increase on referred traffic on that topic with a 20% increase in new visitor traffic. The clickthrough rate on the calls to action increased 8% and the campaign was regarded as success by management.

> BrightEdge has been huge for us, very helpful."